



Redevelopment of the Town of Garrett Park Web Site Statement of Work

Introduction

The Garrett Park Web Site (“Site”) (<http://www.garrettpark.org>) has essentially stayed the same since its inception in 1996 and is in need of redevelopment because the information, organization, and appearance of the Site are dated and do not meet the needs of the Town of Garrett Park (“Town”). The Site is an important Town asset. It is visited over 300 times a month, and provides information about Town events, operations, and issues to current and former Town residents and other interested parties including neighboring community organizations, county and state representatives, and the news media. Besides making the Site more up-to-date and useful, the redeveloped Site will be easier to update and maintain. This will make it possible for the Town to assume ownership and operation of the Site.¹

Overall Goals

1. Increase the number of visits to the Site by providing information that (a) promotes participation in Town events and government decision making, (c) makes residents aware of town services and civic opportunities, (c) helps residents carryout routine transactions with the Town office, and (d) is in an attractive, simple-to-use format.
2. Offload tedious work from the town office to the requestor of information or services (e.g., answering routine questions, providing forms, etc.)
3. Allow the Town to manage the Site by making it simple to post information on the Site, and simple to maintain and expand the Site.
4. Make the site reliable (free of programming errors) by programming the Site in a structured manner, using simple web programming techniques and tools, and thoroughly testing the Site.

¹ Currently, the Site is owned and operated by a resident of Garrett Park.